

**Regional Council of
Rural Counties**



1020 12th Street
Suite 400
Sacramento, CA 95814
(916) 447-4806
(916) 448-3154 (fax)

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MADERA TRINITY
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YUBA

April 16, 1999

CALFED Bay-Delta Program Office
1416 Ninth Street Suite 1155
Sacramento, CA 95814

Please accept and review this submission.

I have requested that this grant proposal be **resubmitted**, knowing that it had been denied last year.

Please recognize that this sort of program needs to be funded through some mechanism designed by CALFED if we will ever achieve the goals of the Watershed Workgroup.

Sincerely,

Robert Meacher
Vice President, RCRC
Co-Chair BDAC Watershed Work Group

cc: The Honorable Ray Nutting, President, RCRC
Marcia Basque, Executive Director

\\H: water\grants\grant.99

4.5 PSP Cover Sheet (Attach to the front of each proposal)

Proposal Title: Return to the Source: The Upper Watersheds of the Bay-Delta
Applicant Name: Rural California Alliance
Mailing Address: 1020 12th Street, Suite 400, Sacramento, CA 95814
Telephone: (916) 447-4806
Fax: (916) 448-3154
Email: _____

Amount of funding requested: \$ 132,230.00 for 1.5 years

Indicate the Topic for which you are applying (check only one box).

- | | |
|--|---|
| <input type="checkbox"/> Fish Passage/Fish Screens | <input type="checkbox"/> Introduced Species |
| <input type="checkbox"/> Habitat Restoration | <input type="checkbox"/> Fish Management/Hatchery |
| <input type="checkbox"/> Local Watershed Stewardship | <input checked="" type="checkbox"/> Environmental Education |
| <input type="checkbox"/> Water Quality | |

Does the proposal address a specified Focused Action? ____ yes ____ no

What county or counties is the project located in? _____

Indicate the geographic area of your proposal (check only one box):

- | | |
|---|--|
| <input type="checkbox"/> Sacramento River Mainstem | <input type="checkbox"/> East Side Trib: _____ |
| <input type="checkbox"/> Sacramento Trib: _____ | <input type="checkbox"/> Suisun Marsh and Bay |
| <input type="checkbox"/> San Joaquin River Mainstem | <input type="checkbox"/> North Bay/South Bay: _____ |
| <input type="checkbox"/> San Joaquin Trib: _____ | <input checked="" type="checkbox"/> Landscape (entire Bay-Delta watershed) |
| <input type="checkbox"/> Delta: _____ | <input type="checkbox"/> Other: _____ |

Indicate the primary species which the proposal addresses (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> San Joaquin and East-side Delta tributaries fall-run chinook salmon | |
| <input type="checkbox"/> Winter-run chinook salmon | <input type="checkbox"/> Spring-run chinook salmon |
| <input type="checkbox"/> Late-fall run chinook salmon | <input type="checkbox"/> Fall-run chinook salmon |
| <input type="checkbox"/> Delta smelt | <input type="checkbox"/> Longfin smelt |
| <input type="checkbox"/> Splittail | <input type="checkbox"/> Steelhead trout |
| <input type="checkbox"/> Green sturgeon | <input type="checkbox"/> Striped bass |
| <input type="checkbox"/> Migratory birds | <input type="checkbox"/> All chinook species |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> All anadromous salmonids |

Specify the ERP strategic objective and target (s) that the project addresses. Include page numbers from January 1999 version of ERP Volume I and II:

Indicate the type of applicant (check only one box):

- | | |
|--|--|
| <input type="checkbox"/> State agency | <input type="checkbox"/> Federal agency |
| <input type="checkbox"/> Public/Non-profit joint venture | <input checked="" type="checkbox"/> Non-profit |
| <input type="checkbox"/> Local government/district | <input type="checkbox"/> Private party |
| <input type="checkbox"/> University | <input type="checkbox"/> Other: _____ |

Indicate the type of project (check only one box):

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Planning | <input type="checkbox"/> Implementation |
| <input type="checkbox"/> Monitoring | <input checked="" type="checkbox"/> Education |
| <input type="checkbox"/> Research | |

By signing below, the applicant declares the following:

- 1.) The truthfulness of all representations in their proposal;
- 2.) The individual signing the form is entitled to submit the application on behalf of the applicant (if the applicant is an entity or organization); and
- 3.) The person submitting the application has read and understood the conflict of interest and confidentiality discussion in the PSP (Section 2.4) and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent as provided in the Section.

Marcia L. Basque

Printed name of applicant

Marcia L. Basque

Signature of applicant

Return to the Source: The Upper Watersheds of the Bay-Delta

Rural California Alliance
1020 12th Street, Suite 400
Sacramento, California 95814

Telephone (916) 447-4806 Facsimile (916) 448-3154

Non-Profit Organization 501 (c) (4)

Tax Identification Number 68-0096731

Principal Contact: Marcia Basque, Executive Director

This Proposal is Submitted by the Rural California Alliance in Cooperation with
the twenty-seven Member Counties of the Regional Council of Rural Counties

RFP Project Topic: Environmental Education

I. EXECUTIVE SUMMARY

Project Title and Applicant Name

Title: Return to the Source: The Upper Watersheds of the Bay Delta

Applicant: The Rural California Alliance (RCA)

Project Description and Educational Objectives

The Return to the Source Project is a comprehensive effort designed to increase public knowledge and understanding of upper watersheds by those who live in those regions, and to encourage informed, deliberative, community-based decision making. This project will also reach out to those who are visitors to the upper watershed regions and those who are downstream beneficiaries of proper watershed management. This Project's premise is that the development of broad-based support of watershed management will enhance the ability of all interested parties to develop balanced, comprehensive and lasting solutions to problems affecting the Bay-Delta.

This project, which is consistent with the broad range of Ecosystem Restoration Program Plan (ERPP) objectives, will develop educational materials and programming describing the complexities of a healthy upper watershed and how properly managing these watersheds has the potential to improve overall ecosystem health and increase water yield. These materials will create not only an understanding of upper watersheds, but will also help reduce conflict and develop equitable solutions through an increased comprehension of the scientific, social, economic and political complexities of the issues.

Approach/Tasks/Schedule

The Return to the Source Project will be coordinated by the Rural California Alliance (RCA), who will work with the Regional Council of Rural Counties (RCRC) to develop and implement this proposal. The Regional Council of Rural Counties has collaborated with numerous partners on environmental projects over the past twenty-five years. This educational project builds upon RCRC's Water Program, which has been involved in the CALFED Bay-Delta Program for the past three years as a representative of the "Source" or "Area of Origin" counties.

The Return to the Source Project will enhance RCRC's existing programs, including the Sierra Nevada Ecosystem Project Pilot Program, and will work with community leaders to identify and enhance existing environmental educational efforts. RCRC recognizes the diversity of water interests within 27 member counties and has brought together a myriad of disparate interests to deliver programs and services that no single county could achieve alone. This project will continue employing a collaborative model for education and bridging diverse areas of interest.

The components of this proposed project are:

- development of a speaker training seminar and outreach program
- development of brochures and handouts specific to upper watersheds and their
- relationship to the overall Bay-Delta ecosystem
- production of a video with support materials including references to other
- sources of information
- generation and maintenance of an upper watershed Internet home page which will contain a special section for youth education

Justification for Project and Funding by CALFED

Educational outreach in upper watershed communities related to understanding the concepts of ecosystem health, water supply reliability and water quality from local and statewide perspectives is needed for several reasons:

- To promote an understanding that the region where they live in is the source of over 80% of California's fresh water supplies and provides for immeasurable social, economic and cultural benefits to their communities.
- That a projected growth of 18 million new Californians by the year 2025 will have strong ramifications on our environment - we all need to protect and restore these resources.
- To build local capacity to plan and mitigate for potential negative impacts on existing infrastructure due to population growth in rural watersheds
- Existing local restoration, watershed and stewardship programs will have an increasing need for volunteerism and community support
- While several upper watershed projects have been funded as part of the CALFED program, there is an absence of water education programs that focus on this specific subject matter. There exists high quality educational materials which focus on agricultural, urban and environmental issues; this project seeks to close the loop with the development of materials which link existing information specific to the role of upper watersheds.

Budget Costs and Third Party Impacts

The RCA requests \$132,230 in CALFED funding for this environmental education project. We estimate that the RCRC and member counties will contribute approximately \$200,000 of in-kind services. We know of no third party impacts that will result from the proposed project.

Monitoring and Data Collection

For this project, RCA will collect baseline data, monitor progress, and evaluate outcomes, both quantitative and qualitative. This monitoring will indicate progress towards project objectives and provide a return on the CALFED investment in increasing public awareness of the CALFED Bay-Delta program. RCA will contract for the use of RCRC staff to develop data collection and analysis methodologies.

Local Support/Coordination with Other Programs/Compatibility with CALFED Objectives

The current RCRC Water Program has significant support from local, state, and federal agencies and from the private sector. It is well coordinated with many local watershed projects and works with several environmental organizations and is completely compatible with CALFED objectives.

This proposal is consistent with CALFED objectives in that proper watershed management is an integral part of Bay-Delta solutions. This project will develop an increased awareness by the communities of the upper watersheds and their relation to the San Francisco Bay/ Sacramento-San Joaquin River Delta.

Applicant Qualifications

The Rural California Alliance is a non-profit education, communication and information organization formed in 1986 to improve the condition of rural California. The RCRC is a multi-faceted organization that has been in existence for over 26 years serving the diverse needs of California's rural communities.

II. PROJECT DESCRIPTION

A. Proposed Scope of Work

The Return to the Source: The Upper Watersheds of the Bay Delta Project is a comprehensive environmental education effort designed to increase public knowledge and understanding of upper watersheds. The primary objective of this project will be to work closely with communities in these regions, with a secondary concentration on other beneficiaries of healthy watersheds. This Project's premise is that the development of broad-based support and understanding of watershed management will enhance the ability of all interested parties to develop balanced, comprehensive and lasting solutions to problems affecting the Bay-Delta and its watersheds.

The Bay-Delta watersheds are a mixture of landscape types, including uplands, riparian areas, wetlands, groundwater, lakes, streams and rivers. In a healthy watershed, vegetation and wetlands intercept snow and rain that falls in the watershed, slowing the flow of water as it travels through the watershed, removing pollutants, allowing the water to percolate into the ground and recharge the aquifers and eventually merge into and replenish the diverse ecosystem of the Bay-Delta.

This project, which is consistent with the a broad range of Ecosystem Restoration Program Plan (ERPP) objectives, proposes to develop educational materials and programming on the complexities of a healthy upper watershed and how these watersheds have the potential to improve overall ecosystem health and increase water quality. These materials will serve to create not only an understanding of upper watersheds, but will help reduce conflict and develop equitable solutions through an increased comprehension of the scientific, social, economic and political complexities of the issues.

The Rural California Alliance (RCA) will work with the Regional Council of Rural Counties (RCRC) to develop and implement a five-part scope of work to accomplish its objectives. **Part I** establishes a working group consisting of diverse watershed interests whose task will be to develop educational program materials. **Part II** develops brochures and handouts specific to upper watersheds and their importance in the overall health of the Bay-Delta ecosystem. **Part III** creates a speakers' bureau by establishing an ongoing program providing community leaders with professional training to help them better present water issues in the community and broadening their personal knowledge about watersheds and the CALFED Bay-Delta Process.

Part IV involves the production of a 15-20 minute video packaged with a presenter's guide with links to other water programs and educational resources. **Part V** consists of developing of a home page or web site on the Internet to serve as a resource for anyone wishing to gather information regarding California's upper watersheds and the Bay-Delta.

The Project will use existing staff to take advantage of their extensive grant management expertise and technical capacity in conducting educational outreach efforts. RCA will subcontract for services (video production, Internet pagemaking) which require particular expertise.

Task Description: Part I lays the foundation of the project through the creation of a work group made up of representatives from diverse watershed management, education, stewardship and restoration interest groups. The various components of the environmental education project (brochures, speakers material, video, Internet home page) will be developed and enhanced through this ongoing working relationship.

Part II develops brochures and handouts specific to upper watersheds and their importance in the overall health of the Bay-Delta ecosystem. These materials are not only to support the speakers' bureau, but also to be distributed through a number of watershed and county-based programs.

RCRC participates in a number of environmental collaborative including the Biodiversity Council, the Timber-Schools Coalition, the Sierra Nevada Conservation Framework and other interested groups, such as the Sierra Nevada Alliance and the Planning and Conservation League. Due to the diverse nature of RCRC 's programs, there are numerous venues available for the distribution of these materials. Local chambers of commerce and visitor/tourism bureaus could utilize the project's materials, as well.

The RCRC-Environmental Services JPA attends many of their memberships' county fairs to conduct public outreach related to their used oil recycling and other environmental programs. The proposed projects educational materials can be easily distributed to a diverse population by adding them to this successful person to person outreach framework.

Part III creates a speakers bureau by establishing an ongoing program providing community leaders with professional training to help them better present water issues in the community, while broadening their personal knowledge about watersheds and the CALFED Bay-Delta Process. Workshops will provide participants with an overview of structure and function of watersheds, sessions on innovative watershed project designs, field trips and specialty focus on unique aspects of the regions watersheds. Networking and emphasizing linkages and common bonds among government, local communities, universities, environmentalists and industry is a major objective of the workshops.

Part IV includes the production of a 20-minute video packaged with a presenter's guide with links to other water programs and educational resources.

Water quality leaders from the government, private, and non-profit sectors agree that watershed management is today's best approach for preserving tomorrow's precious water resources. This video explains what upper watershed management is, why its so important, and how everyone - from private citizens to public officials - can get involved through an increased understanding of our watersheds.

The video is a primer emphasizing the important role of citizens in protecting water quality and is designed to provide a basic understanding of upper watersheds, the ecosystem approach and the relation to the overall health of the Bay-Delta. The video will also accentuate the importance of water resources for California and how reliant our economy is on maintaining an adequate supply of this resource. The video will highlight our common bonds and needs and stress the need for all Californians to work together to find a common solution instead of a divisive one. To accomplish this, the video will create an awareness and understanding of the complex issues

related to the Bay-Delta process and the role of upper watersheds. In addition, it will offer simple suggestions on how the citizen can become involved in local watershed restoration efforts.

Part V consists of developing a home page or web site on the Internet to serve as a resource for anyone wishing to gather information regarding California's upper watersheds and the Bay-Delta. It will contain lists of water user organizations, agencies, environmental groups and others dealing in the field of water resources and were available include links to other water perspectives. It will also contain hypertext links to other areas where information on river flows, reservoir levels or other time-sensitive water information is available

The home page will feature an enhanced section specializing on use by school-based environmental education programs. In addition, this site will contain California's only online watershed tour. Allowing those on the Internet to journey from the source headwaters all the way to the Golden Gate Bridge. Along the way they will learn: what is a watershed, the components of a watershed, why watersheds are important and how they are part of the larger Bay-Delta system.

<i>Task/ subtask</i>	<i>Work</i>	<i>Schedule (Months)</i>	<i>Task Budget</i>	<i>Subtask Budget</i>	<i>Task Deliverable</i>
Part 1	Education Planning Project		\$4,620.00		
1.1	Coordinate meetings with RCRC Water Committee and other interested parties.	1-3		\$1,400.00	Comprehensive educational project work plan with input from peer entities.
1.2	Develop integrated educational strategy and plan.	1-3		\$2,800.00	
1.3	Project Management	1-3		\$420.00	
Part 2	Educational Materials		\$21,740.00		
2.1	Develop brochure and handout.	1-3		\$5,600.00	Watershed education materials (brochures and flyers) stressing the importance of the upper watersheds to the overall health of the Bay-Delta Ecosystem - distributed through person-to-person outreach and county based programs.
2.2	Pre-print editing and formatting.	3		\$2,800.00	
2.3	Print 50,000 Watershed Education brochures.	3		\$9,000.00	
2.4	Print 20,000 Watershed handouts.	3		\$3,500.00	
2.5	Distribute brochure and handouts at ESJPA Outreach Events and through county based programs.	4-18			
2.6	Project Management	1-18		\$840.00	
Part 3	Professional Speakers Kit		\$11,060.00		
3.1	Develop and plan Speakers Training Seminars	1-4		\$4,200.00	Professional training workshops and creation of a watershed information-sharing speakers bureau resource for community leaders.
3.2	Conduct Speakers Training Seminars	4-18		\$5,880.00	
3.3	Coordinate and assist with Speakers Bureau Presentations.	6-18			
3.4	Project Management	1-18		\$980.00	

Part 4	Educational Video Package		\$59,160.00		A public educational video addressing the role of the watersheds and impacts to the larger Bay-Delta processes packaged with a presenters guide with links to other water programs and educational resources.
4.1	Develop presenter's guide and video content/subject matter.	1-3		\$11,200.00	
4.2	Develop and send Request for Proposals for video production.	2-3		\$2,240.00	
4.3	Review proposals and begin production.	2-3		\$1,680.00	
4.4	Video Production (directing, taping, editing, etc.)	4-6		\$40,000.00	
4.5	Print 100 presenter guides.	5-6		\$2,500.00	
4.6	Prepare and distribute video and presenters guide packets.	6-18			
4.7	Project Management	1-18		\$1,540.00	Web site, or home page, providing detailed upper watershed and Bay-Delta educational resources, as well as enhanced online resources for schools.
Part 5	Online Education		\$25,590.00		
5.1	Develop information/subject matter.	1-5		\$3,920.00	
5.2	Establish website/management.	6-18		\$14,600.00	
5.3	Updating and maintenance of site.	6-18			
5.4	Develop website component: layout, format, and coding.	6		\$3,500.00	
5.5	Implement changes based on user feedback.	6-18		\$1,400.00	
5.6	Project Management	1-18		\$2,170.00	

<i>Task/ subtask</i>	<i>Work</i>	<i>Schedule (Months)</i>	<i>Task Budget</i>	<i>Subtask Budget</i>	<i>Task Deliverable</i>
Part 6	Monitoring and Evaluation		\$10,060.00		Comprehensive monitoring and evaluation of project through surveying and statistical analysis of project components, with upgrades made to the Online Education from user feedback and data included in reporting requirements.
6.1	Develop questionnaires for attendees at Speakers Bureau Training.	1-4		\$1,050.00	
6.2	Develop questionnaire for end users of videos and educational handouts.	1-4		\$1,050.00	
6.3	Print 500 questionnaires	4		\$50.00	
6.4	Collate information from questionnaires	6-18		\$2,800.00	
6.5	Review and implement changes suggested by user feedback on webpage.	6-18		\$1,400.00	
6.6	Prepare final report	17-18		\$2,800.00	
6.7	Project Management	1-18		\$910.00	

B. Location and Geographic Boundaries of the Project

This project will deliver its educational program to the entire upper portion of the Bay-Delta watershed and will also reach out to beneficiaries and stakeholders statewide. The following map provides an overlay of RCRC member counties on the CALFED Bay-Delta Geographic scope of the project.






**Return to the Source:
The Upper Watershed of the Bay Delta
CALFED BAY-DELTA PROGRAM**

Regional Council of Rural Counties

27 Member Counties

Alpine - Amador - Butte - Calaveras - Del Norte - El Dorado
Glenn - Inyo - Lake - Lassen - Madera - Mariposa - Merced - Modoc -
Mono - Nevada - Placer - Plumas - San Benito - Shasta - Sierra -
Siskiyou - Tehama - Trinity - Tuolumne - Yuba

135 Elected County Supervisors
Total population of over 1.8 million
Represent over 66,000 square miles

-  Regional Council of Rural Counties
-  Rivers & Streams
-  The Trinity Watershed
-  The Lower Watershed
-  The Upper Watershed

III. ECOLOGICAL/BIOLOGICAL/ TECHNICAL JUSTIFICATION

A. Objectives and Benefits.

The "vision" or goals delineated throughout the Ecosystem Restoration Program Plan (ERPP) are the objectives that should be achieved as part of the CALFED implementation. They include visions of ecosystem elements, ecological zone and visions for adaptive management. This educational proposal incorporates the relationship of ecological, processes, habitats and species to enable people to better understand the complexities of the CALFED Bay-Delta Program (ERPP Vol. 1, Section 1— Ecological Process Visions, Table 1- page 8).

The Regional Council of Rural Counties and its 27 member counties play an unique role in the hydrological cycle of California. They are the counties of origin, and include individual watersheds and waterways that provide the State of California with over 80% of its surface water supply.

It is from RCRC counties that the waterways of California Bay-Delta originate. It is within these counties that the snow packs are laid down in winter, melt away in the spring, and yearly renew the life of the rivers. It is within these counties that the forests provide stability and cover to an otherwise fragile and transient soil mantle, which when remaining in place is a blessing, but when washed away can devastate the state's waterways. It is within these counties that millions of people come from throughout the world to recreate during all four seasons. It is within these counties that some of California's most precious ground water resources exist. It is these counties that are irrevocably linked to the great rivers of California and to the Bay-Delta, not by politics or by a process devised by man, but by the laws of nature.

As California and the nation continue to focus more attention on the condition of our waterways, there has been recognition of the need to address the entire ecosystem. RCRC finds many similarities between the Chesapeake Bay Restoration Project and the CALFED Bay-Delta Project. Last year's annual RCRC conference featured one of the Chesapeake Bay Program's major architects, W. Tayloe Murphy Jr., Chairman, Chesapeake Bay Commission, as keynote speaker. He stated very clearly that the success of their effort has hinged on their decision to reach beyond the bay and extend deep into the watersheds – to the source.

The Return to the Source Project addresses watershed management, which is an important component in each of the proposed Bay-Delta solutions. This educational program will increase public knowledge and awareness of the CALFED program, how watersheds play an integral role in California's water system, and encourage participation in conservation programs.

The Return to the Source Project will encourage consensus-based decision-making that will foster increased involvement and understanding of the Bay-Delta program, watershed restoration and other stewardship programs.

IV. MONITORING AND EVALUATION

Monitoring of each portion of this proposal will take the shape of peer input during the building of the components. In addition to our extensive "in-house" repository of knowledge, we will garner input in via peer review from outside experts.

Evaluation of each of this proposal's components will be completed with an eye towards the utility of the information collected. That is, interpretation of the evaluation data should lead to ideas for improvement of the product or service. This will be done for each component as outlined below:

- ❖ The beneficiaries of our program will evaluate the handouts and educational video. For those presentations taking place within grant months 6-18, participants will be asked to fill out surveys evaluating the content and presentation of the handout and video. Results of these surveys will be collated and made available for review throughout the program and utilized for program improvement and as an outreach measurement.
- ❖ The speakers' bureau will be evaluated during the training program utilizing pre-test; post-test methodology. Participants will be given a 10-15 question "quiz" to determine their level of knowledge about the subject. At the end of the training, participants will be re-tested. To assess long-term gains in knowledge, willing training participants will be mailed the same test after 3 months of presentations. The results of all three tests will be compared to assess the immediate and long-term effectiveness of the training.
- ❖ Evaluation of the web page will be based on number of hits and number of outside pages linking to our page. Baseline information will be collected during the first six months of operation and then compared to information collected during months 11 through 17. Feedback will be solicited from visitors to the page asking for suggestions to improve the page.

A. Implementability

In a statewide poll, Californians were recently asked a series of water-related questions. One question asked was how critical a problem is California's long-term water supply? **76%** responded that it was a very *serious* problem.

The Return to the Source Project is a unique multi-county effort to be accomplished with the collaboration of nearly all the counties that encompass Bay-Delta upper watershed. In developing educational materials and programming on the complexities of a healthy upper watershed. To address the serious concerns that Californians have regarding preserving a long-term water supply, of which the management of the Bay-Delta is the key component, requires elevating the knowledge of the public and community leaders about the important role that upper watersheds play in the process.

The members of RCRC, California's rural counties, have shown a willingness to come together and through economies of scale, accomplish what they can not achieve on their own. This project is another step by RCA and RCRC to support and enhance local watershed management, resource stewardship and restoration programs that are taking place in the rural counties.

V. LOCAL INVOLVEMENT

The current RCRC Water Program has significant support from local, state, and federal agencies and from the private sector. It is well coordinated with many local watershed projects and works with several environmental organizations and is completely compatible with CALFED objectives.

This proposal is consistent with CALFED objectives in that proper watershed management is an integral part of Bay-Delta solutions. This project will develop an increased awareness by the communities of the upper watersheds and their relation to the San Francisco Bay/ Sacramento-San Joaquin River Delta.

VI. COST

A. Budget

The RCA Return to the Source Project requests \$132,230 in CALFED funding for this educational project. We estimate that RCRC and their twenty-seven member counties will contribute \$200,000 of in-kind services.

The attached budget covers all project expenses, including project staff and consultants, speakers training workshops and materials, brochures and handouts, video production and distribution and Internet home page construction and maintenance. The project period is for 18 months. The tasks associated with this project will be accomplished by in-house staff, with consultant expertise called upon for video production and speakers training. Professional staff time will be billed at \$70.00 per hour, which includes all related administration overhead.

The Return to the Source Project will provide an understanding of upper watershed management that will enhance the ability of all interested parties to develop balanced, comprehensive and lasting solutions to problems effecting the Bay-Delta.

If full funding is not available for this project then Parts I, II, III, and IV could be accomplished for \$100,000

Total Budget Costs

<i>Task Activities</i>	<i>Hours</i>	<i>Rate</i>	<i>Labor Costs</i>	<i>Direct Costs</i>	<i>TOTAL</i>
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Part I: Education Project Planning					
1) Coordinate meetings with RCRC Water Committee and other interested	20	\$70.00	\$1,400.00	\$0.00	\$1,400.00
2) Develop integrated educational strategy and plan.	40	\$70.00	\$2,800.00	\$0.00	\$2,800.00
3) Project Management	6	\$70.00	\$420.00	\$0.00	\$420.00
Task Total	66		\$4,620.00	\$0.00	\$4,620.00

Part II: Educational Materials					
1) Develop brochure and handout	80	\$70.00	\$5,600.00	\$0.00	\$5,600.00
2) Pre-print editing and formatting.	40	\$70.00	\$2,800.00	\$0.00	\$2,800.00
3) Print 50,000 Watershed Education brochures.				\$9,000.00	\$9,000.00
4) Print 20,000 Watershed handouts.				\$3,500.00	\$3,500.00
5) Distribute brochure and handouts at ESJPA Outreach Events and through county based programs.	IN KIND				\$0.00
6) Project Management	12	\$70.00	\$840.00	\$0.00	\$840.00
Task Total	132		\$9,240.00	\$12,500.00	\$21,740.00

Part III: Professional Speakers Kit					
1) Develop and plan Speakers Training Seminars	60	\$70.00	\$4,200.00	\$0.00	\$4,200.00
2) Conduct Speakers Training Seminars	84	\$70.00	\$5,880.00	\$0.00	\$5,880.00
3) Coordinate and assist with Speakers Bureau Presentations	IN KIND				\$0.00
4) Project Management	14	\$70.00	\$980.00	\$0.00	\$980.00
Task Total	158		\$11,060.00	\$0.00	\$11,060.00

Part IV: Educational Video Package					
1) Develop presenter's guide and video content/ subject matter.	160	\$70.00	\$11,200.00	\$0.00	\$11,200.00
2) Develop and send Request for Proposals for video production.	32	\$70.00	\$2,240.00	\$0.00	\$2,240.00
3) Review proposals and begin production.	24	\$70.00	\$1,680.00	\$0.00	\$1,680.00
4) Video Production (directing, taping, editing, etc.)				\$40,000.00	\$40,000.00
5) Print 100 presenter guides.				\$2,500.00	\$2,500.00
6) Prepare and distribute video and presenters guide packets.	IN KIND				\$0.00
7) Project Management	22	\$70.00	\$1,540.00	\$0.00	\$1,540.00
Task Total	238		\$16,660.00	\$42,500.00	\$59,160.00

Total Budget Costs

Part V: Online Education					
1) Develop information/subject matter.	56	\$70.00	\$3,920.00	\$0.00	\$3,920.00
2) Establish website/management.	180	\$70.00	\$12,600.00	\$2,000.00	\$14,600.00
3) Updating and maintenance of site.	IN KIND				\$0.00
4) Develop website component: layout, format, and coding.	50	\$70.00	\$3,500.00	\$0.00	\$3,500.00
5) Implement changes based on user feedback.	20	\$70.00	\$1,400.00	\$0.00	\$1,400.00
6) Project Management	31	\$70.00	\$2,170.00	\$0.00	\$2,170.00
Task Total	337		\$23,590.00	\$2,000.00	\$25,590.00

Monitoring and Evaluation					
1) Develop questionnaires for attendees at Speakers Bureau Training.	15	\$70.00	\$1,050.00	\$0.00	\$1,050.00
2) Develop questionnaire for end users of videos and educational handouts.	15	\$70.00	\$1,050.00	\$0.00	\$1,050.00
3) Print 500 questionnaires	0	\$70.00	\$0.00	\$50.00	\$50.00
4) Collate information from questionnaires	40	\$70.00	\$2,800.00	\$0.00	\$2,800.00
5) Review and implement changes suggested by user feedback on webpage.	20	\$70.00	\$1,400.00	\$0.00	\$1,400.00
6) Prepare final report	40	\$70.00	\$2,800.00	\$0.00	\$2,800.00
7) Project Management	13	\$70.00	\$910.00	\$0.00	\$910.00
Monitoring and Evaluation Total	143		\$10,010.00	\$50.00	\$10,060.00

PROJECT TOTAL

\$132,230.00

Quarterly Budget

Task	Quarterly Budget Oct-Dec 99	Quarterly Budget Jan-Mar 00	Quarterly Budget Apr-Jun 00	Quarterly Budget Jul-Sep 00	Quarterly Budget Oct-Dec 00	Quarterly Budget Jan-Mar 01	Total Budget
Part I: Education Project Planning							
1) Coordinate meetings with RCRC Water Committee and other interested parties.	\$1,050.00	\$350.00					\$1,400.00
2) Develop integrated educational strategy and plan.	\$2,100.00	\$700.00					\$2,800.00
3) Project Management	\$315.00	\$105.00					\$420.00
Part II: Educational Materials							
1) Develop brochure and handout materials.	\$4,200.00	\$1,400.00					\$5,600.00
2) Pre-print editing and formatting.		\$2,800.00					\$2,800.00
3) Print 50,000 Watershed Education brochures.		\$9,000.00					\$9,000.00
4) Print 20,000 Watershed handouts.		\$3,500.00					\$3,500.00
5) Distribute brochure and handouts at ESJPA Outreach Events and through county based programs.							\$0.00
6) Project Management	\$630.00	\$210.00					\$840.00
Part III: Professional Speakers Kit							
1) Develop and plan Speakers Training Seminars	\$3,150.00	\$1,050.00					\$4,200.00
2) Conduct Speakers Training Seminars		\$1,176.00	\$1,176.00	\$1,176.00	\$1,176.00	\$1,176.00	\$5,880.00
3) Coordinate and Assist with Speakers Bureau Presentations							\$0.00
4) Project Management	\$163.33	\$163.33	\$163.33	\$163.33	\$163.33	\$163.33	\$980.00
Part IV: Educational Video Package							
1) Develop presenter's guide and video content/ subject matter.	\$11,200.00						\$11,200.00
2) Develop and send Request for Proposals for video production.	\$2,240.00						\$2,240.00
3) Review proposals and begin production.	\$1,680.00						\$1,680.00

Quarterly Budget

Task	Quarterly Budget Oct-Dec 99	Quarterly Budget Jan-Mar 00	Quarterly Budget Apr-Jun 00	Quarterly Budget Jul-Sep 00	Quarterly Budget Oct-Dec 00	Quarterly Budget Jan-Mar 01	Total Budget
4) Video Production (directing, taping, editing, etc.)		\$40,000.00					\$40,000.00
5) Print 100 presenter guides.		\$2,500.00					\$2,500.00
6) Prepare and distribute video and presenters guide packets.							\$0.00
7) Project Management	\$770.00	\$770.00					\$1,540.00
Part V: Online Education							
1) Develop information/subject matter.	\$1,960.00	\$1,960.00					\$3,920.00
2) Establish website/ system management.			\$3,650.00	\$3,650.00	\$3,650.00	\$3,650.00	\$14,600.00
3) Updating and maintenance of site.							\$0.00
4) Develop website component: layout, format, and coding.		\$3,500.00					\$3,500.00
5) Implement changes based on user feedback.			\$350.00	\$350.00	\$350.00	\$350.00	\$1,400.00
6) Project Management	\$361.67	\$361.67	\$361.67	\$361.67	\$361.67	\$361.67	\$2,170.00
Monitoring and Evaluation							
1) Develop questionnaires for attendees at Speakers Bureau Training.							
2) Develop questionnaire for end users of videos and educational handouts.	\$1,050.00						\$1,050.00
3) Print 500 questionnaires		\$50.00					\$50.00
4) Collate information from questionnaires			\$700.00	\$700.00	\$700.00	\$700.00	\$2,800.00
5) Review and implement changes suggested by user feedback on webpage.			\$350.00	\$350.00	\$350.00	\$350.00	\$1,400.00
6) Prepare final report							\$0.00
7) Project Management	\$151.67	\$151.67	\$151.67	\$151.67	\$151.67	\$151.67	\$910.00
TOTAL	\$32,071.67	\$69,747.67	\$6,902.67	\$6,902.67	\$6,902.67	\$9,702.67	\$132,230.00

B. Schedule Milestones

The Return to the Source Project current schedule calls for project planning and materials to be developed by the end of the sixth month. Outreach and presentations are slated to start at the beginning of the seventh month and will extend until the end of the project. The speakers' bureau will be maintained after grant funding is over through the Regional Council of Rural Counties, foundation and county resources. The work plan detailed in the following *Milestones/Schedule Table* outlines the steps to achieve each objective.

Milestones/Schedule Table

Task Activities	Months
Part I: Education Project Planning	
1) Coordinate meetings with RCRC Water Committee and other interested parties.	1-4
2) Develop integrated educational strategy and plan.	1-4
Part II: Educational Materials	
1) Develop brochure and handout materials.	1-4
2) Pre-print editing and formatting.	4
3) Print 50,000 Watershed Education brochures.	4
4) Print 20,000 Watershed handouts.	4
5) Distribute brochure and handouts at ESJPA Outreach Events and through county based programs.	4-18
Part III: Professional Speakers Kit	
1) Develop and plan Speakers Training Seminars	1-4
2) Conduct Speakers Training Seminars	4-18
3) Coordinate and Assist with Speakers Bureau Presentations	6-18
Part IV: Educational Video Package	
1) Develop presenter's guide and video content/ subject matter.	1-3
2) Develop and send Request for Proposals for video production.	2-3
3) Review proposals and begin production.	2-3
4) Video Production (directing, taping, editing, etc.)	4-6
5) Print 100 presenter guides.	5-6
6) Prepare and distribute video and presenters guide packets.	6-18
Part V: Online Education	
1) Develop information/subject matter.	1-5
2) Establish website/ system management.	6-18
3) Updating and maintenance of site.	6-18
4) Develop website component: layout, format, and coding.	6
5) Implement changes based on user feedback.	6-18
Monitoring and Evaluation	
1) Develop questionnaires for attendees at Speakers Bureau Training.	1-4
2) Develop questionnaire for end users of videos and educational handouts.	1-4
3) Print 500 questionnaires	4
4) Collate information from questionnaires	6-18
5) Review and implement changes suggested by user feedback on webpage.	6-18
6) Prepare final report	17-18

C. Third Party Impacts

Because of the stress we will place on working together in finding common solutions to California's water problems all third party impacts will be positive.

VII. APPLICANT QUALIFICATIONS

This project will accomplish cost efficiencies by organizing and implementing the resources of RCRC and its twenty-seven member counties. RCRC has developed an effective process of managing grant programs in an efficient and cost-effective manner.

The management of RCRC directs staff to undertake the work, with the assistance of specific technical consultants, and oversees its progress. The staff is responsible not only to management, but to the delegates from our member counties who play an active role in all of our programs. This process for managing tasks has worked well in the management of over \$2 million in grant projects, and we propose to continue using it for tasks funded by CALFED.

The staff resources at RCRC constitute a comprehensiveness of rural, policy, public outreach and program expertise that provide a unique blend of talent and experience. Within RCRC, Ms. Marcia Basque oversees the work of and coordinates the schedules of her staff: Mr. John Brooks, Mr. Anthony Farrington and Ms. Valerie Justice, Mr. Cary Bertoncini, and Mr. Andy Griffin.

Ms. Marcia L. Basque, since 1976, has been the Executive Director for the Regional Council of Rural Counties (RCRC), an organization of twenty-seven rural counties. She has served since 1986 as Executive Director for the Rural California Alliance, a non-profit organization. She served over 14 years in supervisory professional positions on the staffs of the Assembly and the Senate. In her capacity as Executive Director, she is responsible for all facets of management, from finance to strategic planning for RCRC, and she has taken an active role in reshaping a variety of local-state intergovernmental policies and regulations that impact the small rural counties.

She has an extensive background in effective organizational management and possesses a wide breadth of knowledge in governmental liaison services. Her highly developed interpersonal skills have given her a unique insight into the methods of government agencies at all levels used to interpret an executive public policy. She has established a respected presence with and access to legislators and staff, County Supervisors, key executive personnel throughout all State and Local Agencies, various Boards and Commissions, allied trade associations, and the financial business community, including underwriters and bond counsel.

Mr. Farrington has directed RCRC's (4) pilot projects for the Sierra Nevada Ecosystem Project (SNEP), which receives funds from the California Department of Forestry and Fire Protection. He has also coordinated RCRC's Ground Water Management Program. This program assists counties by enhancing ground water resources planning programs at the County level, in a comprehensive, cooperative manner, consistent with the Ground Water Planning Act (AB3030) of 1992.

Mr. Farrington has developed a strong understanding and technical capacity regarding the diverse aspects of rural water policy. His strengths lie with his direct contacts and understanding of individual watershed efforts and those directing locally-based programs as well as the global water perspective.

Ms. Valerie Justice, RCRC Water Program Facilitator/Coordinator, is staff responsible to the RCRC Water Committee for the coordination of the RCRC Water efforts. Since 1998, she has coordinated the organizations comment process related to State Water Board and CALFED proposals. Ms. Justice has a B.A. in Government from California State University, Sacramento, with an emphasis in Local Government

Fernando Berton, ESJP Program Director since February 1999 has over 13 years experience in the solid waste, used oil, and household hazardous waste field working at both the state sector with the California Integrated Waste Management Board and the private sector as the President and Sole Proprietor of Environmental Management Technology Consultants (EMTC). Mr. Berton was also responsible in acquiring and administering over \$1.3 million in grant funds for his clients when he was the President of EMTC. Mr. Berton has written several public education brochures and flyers in English and Spanish.

Cary Bertoncini, ESJPA Senior Outreach Coordinator, has a technical background in Pollution Investigation with the U.S. Coast Guard, and experience as a professional educator and Fulbright Scholar. As a senior ESJPA outreach staff, Mr. Bertoncini has achieved positive public relations for county programs among people of diverse backgrounds and sometimes rigidly oppositional viewpoints. He is responsible for coordinating public outreach and education, including coordinating grant activities with staff, county staff, partner oversight and interested agencies; negotiating contracts and purchases for program infrastructure, maintenance, advertising and promotions; developing and sharing expertise with member jurisdictions in used oil recycling technologies, regulations and facts; writing press releases, articles and ad copy; and conducts media interviews to promote programs. Mr. Bertoncini has Cum Laude B.A. degrees in Asian Studies and English from California State University, Sacramento.

Andrew Griffin, ESJPA Program Evaluator, has a professional and academic background in psychology and program analysis. He is responsible for comprehensive, ongoing ESJPA program monitoring and evaluation. Mr. Griffin is proficient in the methodology of data collection and analysis, as well as in the use of various statistical analysis software, and will be charged with conducting all analysis, monitoring and evaluations for the proposed project. Mr. Griffin has a B.A. with Honors in Psychology from the University of California, Santa Cruz.

(See Attachment 1: Resumes for more information.)

VI. COMPLIANCE WITH STANDARD TERMS AND CONDITIONS

As per the *Environmental Education* solicitation topic requirements, the only form required upon submission of this proposal is the attached, signed U.S. Department of the Interior **FORM DI-2010** (Certifications Regarding Debarment, Suspension and Other Responsibility Matters, Drug-Free Workplace Requirements and Lobbying)

All other appropriate federal forms, terms, conditions, and assurances that apply to RCA will be completed upon grant award. RCA finds agreeable all terms, conditions, and assurances.

(See Supporting Documents section *Attachment 2: DI-2010 Form.*)

VALERIE JUSTICE
Regional Council of Rural Counties
1020 12th Street, Suite 400
Sacramento, CA 95814
(916) 447-4806 Fax (916) 448-3154

Water Facilitator/Coordinator for Regional Council of Rural Counties (RCRC).
Responsible to the Executive Director, and the Water Committee of the Board of Directors for the coordination of all water efforts on behalf of member counties.
Responsible originally for the formation of the Water Committee, Committee staff, legislation coordination, responsible for meetings, agendas, etc.: January 1996-1997;
Water Facilitator/Coordinator: February 1998-present

Other Experience

Underwriter: single family residences; small investment property
Project Coordinator: responsible to national home builder for lending within 6 subdivision
Insuring Manager: FHA/VA
Branch Manager: Branch Offices of Savings and Loans

ACHIEVEMENTS

- *Developed effective team to handle major project resulting in \$3 million dollar asset gain.*
- *Created business development and marketing plan identifying potential clientele and doubling savings dollars on deposit of a Savings and Loan Branch*
- *Negotiated contracts for community space, which included use permits, public hearings, and space management.*
- *Supervised the addition of a new production office implementing new company policies.*
- *Lead team negotiator in management restructuring of national company.*
- *Management, Supervision and Coordination of office staff of 24*
- *Organize, Develop, Manage and Supervise Annual Conference involving 3 Associations, 32 Counties, Sponsors, Forums, Meals, Entertainment, Lodging.*

EDUCATION

Bachelor of Arts, Government, emphasis in Local Government –
California State University, Sacramento, California 1980

HA\VALERIE\resume.doc

Curriculum Vitae

H. FERNANDO BERTON
1819 "O" Street
Sacramento, CA 95814

(916) 444-5427
FAX (916) 443-1626

EXPERTISE

Household Hazardous Waste Program Design
Used Oil Collection Program Design
Latex Paint Recycling
Battery Waste Management Program Design
Statutory & Regulatory Interpretation
Spanish Translation
Grant Application Preparation
Grant Program and Contract Management
Agricultural Operations Management
Agricultural Used Oil Collection Program Design

PROFESSIONAL AFFILIATIONS

Solid Waste Association of North America (former Chair of Policy Committee), California Resource Recovery Association

EXPERIENCE

Mr. Berton has a strong background in designing collection programs for specialized types of waste such as household hazardous waste, used motor oil, and all types of batteries. During his 10 years working for the California Integrated Waste Management Board (CIWMB), Mr. Berton assisted many local jurisdictions in establishing collection programs for these types of waste. Mr. Berton also established the Household Hazardous Waste Grant Program and the Used Oil Grant Program currently being implemented by the CIWMB.

Mr. Berton was co-author of "Recommendations for Developing Permanent Household Hazardous Waste Collection Facilities" and "Establishing Temporary Household Hazardous Waste Collection Programs". Mr. Berton was responsible for overseeing the implementation of a study that analyzed the management of household batteries as a part of the California municipal solid waste stream. This analysis resulted in a report titled, "Household Battery Waste Management Study". Mr. Berton was also responsible for overseeing the implementation of a 3-year study on sampling, testing, and evaluation of recyclable and recycled latex paint.

Currently Mr. Berton is responsible for the development of an Agricultural Used Oil Collection Program in the counties of Glenn, Colusa, Lassen, Modoc, and Butte. In addition, Mr. Berton has been successful in acquiring a \$100,000 Non-Profit Used Oil Grant for Glenn Economic Development Corporation for an Agricultural Used Oil Collection Program, over \$230,000 in grant funds the Glenn County Department of Public Works and the cities of Orland and Willows for the construction of a permanent HHW collection facility, over \$450,000 in grant funds for the El Dorado County Department of Environmental Health, and over \$148,000 for the City of Lake Elsinore for the development of a permanent HHW collection facility.

Mr. Berton also conducted a needs assessment for an agricultural used oil collection program for the Yolo County Department of Public Works, Solano County Department of Environmental Health, and Glenn County Department of Public Works.

Mr. Berton has prepared Spill Prevention Countermeasure Control Plans for Conditionally Exempt Small Quantity Generator Facilities in the City of Colfax and Town of Truckee.

Mr. Berton has spoken at numerous national and international conferences on latex paint management and battery recycling topics, appeared on local community television and radio shows, and was the special guest speaker of the Province of British Columbia's Waste Reduction Commission forum on latex paint management and recycling.

Mr. Berton is also the Owner/Operator of Berton Farming Company growing almonds and providing contract services to agricultural landowners that do not have agricultural equipment.

REPRESENTATIVE PROJECTS

HOUSEHOLD HAZARDOUS WASTE PROGRAM DESIGN

- Co-author of "Recommendations for Developing Permanent Household Hazardous Waste Collection Facilities" and "Establishing Temporary Household Hazardous Waste Collection Programs". These publications were available to local governments and other interested parties.
- Acted as main contact to State Legislature and other state agencies on household hazardous waste issues.
- Prepared HHW Request for Proposal for Regional Council of Rural, Environmental Services Joint Powers Authority.

USED OIL COLLECTION PROGRAM DESIGN

- Assisted in the development in the statewide program for used oil collection. This included design of the Certified Used Oil Collection Center program and Used Oil Grant Program.
- Assisted Chevron Corporation in promotion of joint venture program between the California Integrated Waste Management Board and Chevron for the collection of used oil.
- Conducted agricultural used oil collection program needs assessment for counties of Yolo, Solano, and Glenn.
- Conducted marina used oil collection program needs assessment for Solano County.
- Assisted Mono County Department of Public Works in design of mobile oil collection tank system.

- Conducted research on regulatory requirement for installation of above ground tank storage tanks at marinas.
- Prepared Request for Proposal for Tuolumne County for used oil hauling services.
- Prepared Request for Proposal for Inyo County for installation of Above Ground Used Oil Storage Tanks.

USED OIL PUBLIC INFORMATION PROGRAMS

- Developed used oil public information program and materials consisting of a poster, two-page baseball program advertisement, pocket baseball schedule advertisement, and stadium billboard currently being implemented at a professional baseball stadium in City of Lake Elsinore.
- Developed bi-lingual public information program and materials for County of El Dorado. Currently developing public information program and materials for County of El Dorado Marina Oil Program focusing on Lake Tahoe.
- Developed bi-lingual public information program and materials for County of Mono.
- Developed used oil bill insert and flyer for Tuolumne County.
- Developed text of technical brochure aimed at car aficionados for the *Regional Council of Rural Counties*.
- Developed Spanish used oil brochure and Bi-lingual used oil poster for San Benito County.

LATEX PAINT RECYCLING

- Responsible for the formation of the Latex Paint Recycling Task Force, an interdisciplinary group of state agencies, Federal agencies, local government representatives, and the paint industry. The Task Force's mission was to facilitate the collection and recycling of old latex paint into new latex paint.
- Responsible for implementation of a 3-year study conducted by *Cal Poly San Luis Obispo* on the sampling, testing, and evaluation of recyclable and recycled latex paint.
- At the invitation of the Province of British Columbia, was keynote speaker at its "Recycled Paint Seminar" in Vancouver, BC.

BATTERY WASTE MANAGEMENT PROGRAM DESIGN

- Was responsible for the implementation of a study on the management of household batteries. This study was sent to all battery industry representatives for review and comment. The study included recommendations for legislation to facilitate the recycling of batteries.
- Spoke at 4th International Seminar on Battery Waste Management held in Deerfield Beach, FL regarding California's position on battery waste management.
- Served as California's main contact on issues concerning battery waste management.

**ACADEMIC
BACKGROUND**

CSU, Sacramento - 1986
Bachelor of Science - Microbiology
Bachelor of Arts - Chemistry

EXPERIENCE

Currently	Program Director, Regional Council of Rural Counties, Environmental Services Joint Powers Authority
1996- 1999	President, Environmental Management Technology Consultants Sacramento, California
1991-1996	Senior Waste Management Specialist, Used Oil/HHW Section, CIWMB Sacramento, California
1988-1996	Associate Waste Management Specialist, HHW Management Program, CIWMB Sacramento, California
1986-1988	Waste Management Specialist, Monitoring and Compliance Section, CIWMB Sacramento, CA
1980-Present	Owner/Operator of Berton Farming Company

**SPECIAL
SKILLS**

Ability to speak, read, write, and translate in Spanish
Ability to use Pagemaker 6.5, Photoshop 4.0, Illustrator 7.0, Microsoft
Office Professional software.

REFERENCES

Mr. Gerry De Roco, Solid Waste Coordinator
Glenn County Department of Public Works
777 North Colusa Street
Willows, CA 95988
Phone Number: (530) 934-6530

Mr. Greg Newbry, Solid Waste Coordinator
Mono County Department of Public Works
Phone Number: (760) 932-5252

Mr. Mark Rappaport, Recycling Coordinator
Tuolumne County Division of Solid Waste
Phone Number: (760) 533-5588

Ms. Florence B. Mowrer, City of Lake Elsinore
130 S. Main Street
Lake Elsinore, CA 92530
(909) 674-3124, Ext. 246

Mr. John Brooks, Regional Council of Rural Counties
Environmental Services Joint Powers Authority
1020 12th Street, Suite 400
Sacramento, CA 95814
(916) 447-4806

Ms. Gerri Silva
Solid and Hazardous Materials Program
County of El Dorado
2850 Fairlane Court
Placerville, CA 95667
(530) 621-6653

Cary Bertoncini

*Regional Council of Rural Counties
1020 12th Street, Suite 400
Sacramento, CA 95814*

(916) 447-4806

EXPERIENCE

Senior Outreach Coordinator - August 7, 1997 to Present

Regional Council of Rural Counties, Environmental Services JPA.

Conduct person to person educational outreach in member counties participating in a regional used oil and HHW recycling program. Extensive travel and contact with people in remote rural counties. Achieving positive public relations for County programs among people of diverse backgrounds and sometimes rigidly oppositional viewpoints. Coordinate grant activities with staff, county staff, partner oversight and interested agencies. Negotiate contracts and purchases for program infrastructure, maintenance, advertising and promotions. Develop and share expertise with member jurisdictions in used oil recycling technologies, regulations and facts. Write press releases, articles and ad copy and conduct media interviews when necessary to promote programs.

English Teacher — October 1995 to June 1996

Sacramento City Unified School District

Taught eleventh grade college preparatory and Limited English Proficiency classes full-time as an emergency replacement. Also taught in a multi-disciplinary program designed to prepare students for college who would not traditionally be in college preparatory courses and served as a campus coordinator for this program.

Fulbright Scholar — August 1994 to June 1995

Foundation for Scholarly Exchange, Taiwan, ROC

Designed and implemented English classes and English as a Second Language Teaching Methodology classes for 160 junior high school English teachers in rural Taiwan. Established the Ilan County English Teachers Association, the Ilan County English Teachers Library and Resource Center, and the first annual Ilan County English Teachers Colloquium and Book Fair. Also began research into the languages and cultures of Taiwan's indigenous people.

Intern, Center for Pacific Asian Studies — February 1992 to August 1994

California State University, Sacramento

Was primary contributing editor for first five issues of *Asian Studies*. Assisted professor in reading upper division literature course essays.

Other experiences include:

Pollution Investigator, U.S. Coast Guard Reserve, 1985-1989

Whitewater rafting guide, 1984-1994

Resident Firefighter, South Placer FD, 1985

English Teacher, Taiwan-ROC, 1988-1990

Director of Research (video documentaries), DD Productions, 1990-1994

English Tutor, Sacramento City College, 1991-1992

EDUCATION

40 Hour Hazardous Materials training

8 Hour Hazardous Materials Supervisor training

B.A., Cum Laude, English and Asian Studies, CSU Sacramento, 1994

A.A., Honors, Languages and Literature, Sacramento City College, 1991

ANDREW LAWRENCE GRIFFIN

2719 F Street, Apt. C
Sacramento, CA 95816-3751
(916) 442-8853

EDUCATION

University of California at Santa Cruz

Bachelor of Arts in Psychology,
Course work included: General research design and implementation,
Research methodology for social sciences and statistical evaluation.
Graduated with Honors in the Major

City College of San Francisco

General Education

Sacramento City College

General Education
Academic Honors

California State University, Sacramento

Advanced course work in Social Science research
methodology, Statistical analysis and evaluation.

EMPLOYMENT HISTORY

Environmental Services Joint Powers Authority

2010 12th Street, Suite 401 Sacramento, CA 95814

Program Evaluator: Responsible for overall design and implementation of
evaluation efforts with regard to used-oil opportunity grants and
management of contract with outside research agencies.

Eskaton Fruitridge Transitional Home

4256 Fruitridge Road, Sacramento, CA 95820

Administrator; Supervision of staff, hiring, managment
of program, development and implementation of
outcome studies, compliance with regulations, admissions.

Eskaton American River Manor

4741 Engle Road, Carmichael, CA 95608

Program Team Leader. Supervision of shift staff,
evaluation of various program efficacy indicators,
schedule of daily groups and activities, crisis intervention.